EY Entrepreneurial Winning Women™ Asia-Pacific

Digital disruption and transformation
A new business age
Companies that place innovation at the heart of their purpose WIN

50B
THINGS
connected to the internet by 2020

explosive growth has barely begun

80%

Businesses are failing to leverage customer data

Create

Reimagines Business Models

Accelerates Speed to Market

Incubate

Transforms the Experience

Sustainable Growth

Activate

Changing relationship between businesses and customers

Harder to safeguard data, intellectual property, personal info

Yearly digital crime / IP thefts

$375B
$575B
Wicked Problems

- Requires complex judgments
- No right or wrong solutions
- No objective measures of success
- Alternatives must be discovered
- Strong ethical, moral, political, and professional dimensions
- Only better or worse solutions
- Iteration

Every trial counts

Stakeholders cannot agree
Problems worth solving

Innovation, the art of making hard things easy and creating new viable business offerings
First: Identify a big problem worth solving...pollution

Tesla has revolutionized all aspects of car Industry - Product, Process, Business model and experience of ownership

Redesigning the ecosystem, a new fueling experience

A new value chain... going from engines to batteries

Change up the supply chain: Who needs dealerships when you can buy direct
New business age?

Over the last 100+ years in business, the way companies create value has evolved …

Age of Manufacturing
1900 – 1940

Age of Distribution
1940 – 1980

Age of Information
1980 – 2000

Age of Experience
2000 – 2015

Age of Innovation
2015 –？

Companies that place innovation at the heart of their purpose, transforming experiences processes, business models WIN!
WHY?
data and digital technology...
Proliferation of digital has created perfect storm of technologies and has enhanced connectivity worldwide.

Although the digital penetration is higher in developed markets, the developing countries in terms of the commitment level seem to be ahead. (average number of hours spent on digital media.)

Source: EY, EYK Life sciences SMI team, 02/2014
What if your next innovation is somewhere you don’t expect?

EY is working with P&G and others to accelerate and repeat innovation network successes.
Rapid pace of access to data and digital technologies has provided the ability to collaborate across the globe seamlessly.

A few techniques that firms are using to collaborate using the technologies include:

- Crowd sourcing
- Social Collaboration
- 90 day challenges with small entrepreneurial technology firms
- Incubator Arm

Source: perficient.com
In today's age, speed of Digital economy demands new processes, business strategy, and agility to capitalize on opportunities.

- Digital has expanded the consumer base in each and every sector.
- Employees/Consumers today are always-on, ever-connected and highly-demanding.
- Innovating is just not enough to meet demands.....
- Speed to market and agility have become the 'key-mantra' for leading Innovator's
The heart and soul of a company is creativity and innovation.

Bob Iger
Disruption

...experience, agility and speed with purpose

Automating investment advisory portfolios

- Build
- Monitor, and
- Rebalance an investment portfolio
“shifting” work life for employees to work at places, times of their choosing

Automation will create new jobs requiring new skills

Sustainability has become critical in attracting and managing talent

Collision of digital platforms and environmental concerns is creating shared economies

Digital is disrupting industries and blurring industry boundaries

Resourceful Planet

Digital Future

Future of Work

Data exploitation enables smart cities/buildings increasing efficiency, reduce waste

Social media drives enterprises to be more transparent and adopt a customer-centric focus

Companies to becoming “network orchestrators” of human capital

Resourceful Planet

Future of Work

Digital Future

RP meets digital

RP meets FoW

digital meets FoW

Changing nature of how people access information

EY
Digital disruption impacts all aspects of the business…

Innovation today is most often digital, and digital impacts every branch of your organization:

- Culture
- Revenue
- Brand
- Investments
- Marketing
- Sales
- Finance
- Product development
- HR
- Supply chain
- Compliance
- Risk
- Procurement
- Manufacturing
- Legal

There is no single digital ecosystem; instead, there is an emergent and dynamic biosphere, an ecosystem of ecosystems.

Source: newtechweekly.com
Most organizations struggle in 4 areas

**Culture**
Should be an enabler for innovation

**Governance**
Optimized for Innovation

**People**
Enabling new roles and goals

**Approach**
To deal with unstructured developments
3

Helping clients transform
Helping clients transform through...

- **Strategy**
- **Process**
- **Capability**
- **Performance**
9 principles for disruption and innovation

driving faster results and time to market
Portfolio management

Disruptive
10%

Adjacent
20%

Sustaining
70%

Value Potential

Innovation Impact

Business Model
Experiences
Products and services
Data
Operations
Expanding our clients journey - networks and collaboration

- Entrepreneur of the Year Awards celebrate the most innovative business leaders from around the globe.

- It is recognized as one of the most prestigious business award programs in the world.
Tools and methodologies - create, incubate, activate

1. Agile Innovation Flight Map
2. End to End Experience Management
3. 4D Market Map (Strategic Decisions)
4. Innovation Lab-Site Assessment Tool
5. Innovation Excellence Assessment
6. Innovation Games
5 key accelerators for transformation

1. Reality
   Listen to market voices and assess your existing Purpose

2. Possibility
   Clarify the Purpose, explore innovation concepts, and ready the organisation

3. Simplicity
   Focus on a few key strategic initiatives

4. Agility
   Use Sprints to pilot the strategy with agile innovation techniques

5. Scalability
   Scale for long term growth

Core Purpose
Creates a burning ambition that inspires action

Agile innovation
Digital disruption and “innovation realized”

ROI
Return on Innovation

(resource, cost, efficiency and synergy capture)
## Digital opportunities and experience

<table>
<thead>
<tr>
<th>Every day we are building business agility around the world…</th>
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<tbody>
<tr>
<td>Digitising the trading process. Moving from traditional to electronic settlements, creating new forecasts and price advantages</td>
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<tr>
<th>In banking, reinventing the customer experience for online, mobile and linking to data driven acquisition</th>
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<td>Defining a new customer and digital strategy for a major property and banking group</td>
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<th>In media, assurance of advertising money spent on digital programs and acquisition</th>
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<tr>
<td>Digital strategy and operating model design, helping a major super fund use web, social and mobile to attract and retain customers</td>
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<th>Banks and pharmaceuticals starting to integrate a social graph into audit and looking at social as an acquisition channel</th>
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Entrepreneurs, networks, alliances, experience studios

Welcome Zone
Interactive Greeting Room

Event Zone
Advanced Customer Showcase

Staging Zone
On-Demand Solutions Staged Sets

Life of the Customer
Experience Design Environment

Collaboration Zone
Creative Collaboration Spaces

Advanced Technology Showcase
Technology & Solution Exhibits

Disruptive Delight
Pop-up X-Studio in a Box

Director Zone
Interactive Greeting Room

Informal Zone
Refuel & Interact Zone

FlexWork Zone
Mind & Body Renewal Space

Studio Locations (existing and planned):

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<th>Silicon Valley</th>
<th>New York</th>
<th>Sao Paulo</th>
<th>Dubai, UAE</th>
<th>Zurich</th>
<th>London</th>
<th>Madrid</th>
<th>Kerala, India</th>
<th>Honk Kong</th>
<th>Sydney</th>
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EY
Marketplace presence

Thought Leaderships

Events and Conferences
Thank you!
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